

Message Text

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PAGE 01 OSLO 02392 121529Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 121445Z JUN 75

FM AMEMBASSY OSLO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9879

USIA WASHDC

UNCLAS OSLO 2392

E.O. 11652: N/A

TAGS: BEXP, BTRA, NO

SUBJ: FOREIGN BUYER PROGRAM: PROPOSED FOOD PROCESSING/PACKAGING

TOUR, JANUARY '76.

REF: USDOC 8788 , OSLO 2239

1. APPRECIATE INFO IN USDOC 8799. EMBASSY TENTATIVELY PLANNING TO COMBINE SERIES OF PLANT VISITS WITH VISIT TO FOOD PROCESSING EXPO. IN ADDITION T SAN FRANCISCO AREA, GROU WOULD PROCEED NORTH TO SEATTLE OR SOUTH TO LOS ANGLES DOR DEPARTURE FROM US.

2. PARTICIPANT TARGETS ARE FISH PROCESSORS, MEAT PROCESSORS, FRUIT,BEGETABLE CANNERS, SNACK AND CONVENIENCE FOOD MANUFACTURERS, AREAS OF PARTICULAR INTEREST WOULD BE NEW DEVELOPMENTS INFISH PROCESSING (E.G., ITEM PAGE 19 MAY 26 ISSUE COMMERCE TODAY), PORTION AND QUALITY CONTROL, "READY-TO-SERVE" PROCESSING/ PACKAGING FOR BOTH INDIVIDUAL AND I INSTITUTIONAL COMSUMERS, NEW TRENDS IN SNACK FOODS (E.G., "STACK-PACK").

3. EMBASSY PLANNING PROMOTIONAL TOURS TO AREAS OF CONCENTRATION OF FOOD PROCESSING INDUSTRY BEGINNING EARLY AUGUST. CAN COMMERCE FURNISHED SUGGESTED "UNIVERSE" OF PLANT VISITS GEARED TO INTERESTS OF TARGETED PARTICIPANTS AND EITHER OF THE TWO PROPOSED ITINERARIES? IN ADDITION TO PROCESSING PLANS, STATE AND FEDERAL UNCLASSIFIED

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LABORATORIES, INSPECTION PROCEDURES, AND WINERY TOUR

WOULD BE OF INTEREST. FINA INTINERARY WOULD BE FIRMED
UP LATE AUTUMN.

4. FYI: USIA "TOP" , "FBG", AND FOOD PROCESSING FILM
PACKAGES WILL BE EMPLOYED EXTENSIVELY IN EMBASSY
PROMOTIONAL EFFORTS.

BYRNE

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NNN

Message Attributes

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Disposition Reason:
Disposition Remarks:
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